

MANAGEMENT

The New Rules of Marketing and PR How to Use Social Media

<https://www.pdfdrive.com/the-new-rules-of-marketing-and-pr-how-to-use-social-media-d6984906.html>

AUTHOR : David Meerman Scott

PUBLISHER : John Wiley & Sons, Inc.

YEAR : 2010

ISBN : 978-0-470-54781-6